

DPIIT signs MoU with Hero MotoCorp to Support and Scale Early-Stage Startups

Partnership to focus on future of mobility, clean tech and deep tech

Startups to get access to Hero MotoCorp's global R&D facilities, dealer network and mentorship

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The Department for Promotion of Industry and Internal Trade (DPIIT), Ministry of Commerce and Industry signed a Memorandum of Understanding (MoU) with Hero MotoCorp Limited to support and scale early-stage startups and entrepreneurs through its innovation accelerator programme 'Hero For Startups'.

Under the Startup India initiative, DPIIT and Hero MotoCorp will jointly support startups working in areas related to the future of mobility, clean technology and deep technology. The partnership will provide selected startups with exclusive access to Hero MotoCorp's world-class research and development facilities in Germany and India, the company's extensive network of dealers, suppliers and partners, along with mentorship. Shortlisted startups will also have the opportunity to work on paid Proofs of Concept (PoCs), enabling successful pilots and unlocking valuable market exposure to accelerate the growth and visibility of their innovations.

Speaking on the occasion, Joint Secretary, DPIIT, Shri Sanjiv said that the partnership with Hero MotoCorp will strengthen DPIIT's commitment to enabling product-focused startups that are solving India's mobility challenges. "By connecting industry experience with grassroots innovation, we aim to fast-track the journey from idea to impact, especially in emerging technologies and Tier 2/3 markets," he added.

Executive Chairman, Hero MotoCorp, Dr. Pawan Munjal said that the company sees itself not just as an industry leader, but as a nation-builder, aligned with the vision of Viksit Bharat 2047 articulated by the Hon'ble Prime Minister Shri Narendra Modi. "We believe India's vibrant startup ecosystem is a vital force in shaping a self-reliant and globally competitive Bharat. Our partnership with DPIIT reflects our commitment to nurturing this entrepreneurial spirit," he added.

The MoU was signed by Director, DPIIT, Dr. Sumeet Jarangal, and Global Innovation Portfolio Lead, Hero MotoCorp, Shri Utkarsh Mishra, in the presence of senior officials from both organisations.

The partnership is expected to create new pathways for innovation-led industrial growth, aligned with India's broader goals of Make in India, Atmanirbhar Bharat and Viksit Bharat@2047.



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